Marketing & Advertising

CAPT Phil Altizer – N9

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CHINFO/Navy Recruiting Partnership

- Navy Recruiting has been a stakeholder in Navy Weeks from their beginning
  - It has been a win/win partnership for CNRC and NAVCO
    - Builds awareness that helps the Navy Recruiting
    - Recruiters are active participants in building Navy awareness
  - OPNAVINST 5726.8 – helps to make this partnership even stronger
- "America's Navy, A Global Force For Good"
  - The Navy Brand Campaign has been launched
    - Represents a single unifying theme for all Navy Personnel
    - Will go a long way to energize and support Navy's outreach efforts

CHINFO/Navy Recruiting Partnership

- NRC will continue to support for Navy Week with:
  - Event Marketing Properties (i.e., Flight simulators, Seal Accelerator, Navy Suburbans, etc.)
  - Program Assets:
    - Navy Parachute Team (Leap Frogs)
    - EOD Dive Tank
    - Music for Recruiting
  - Promotional Items
  - Support from local Navy Recruiting Districts

NRC's Support of Navy Weeks in FY10

- The Events Marketing Team, headed by Mr. Cornell Galloway, is ready to support the Navy Week schedule in several ways:
  - NRC's Event Properties are available through www.navyevents.com
  - Program assets can be scheduled through NRC
  - Promotional items
- Participating NRDs
  - Act as local liaison for NAVCO/N9
  - Identify COIs in that community and provide appropriate lists
  - Actively participate in Navy Week Event, bringing recruiters to the appropriate events